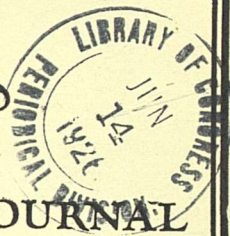


THE Publishers' Weekly

The American BOOK TRADE JOURNAL



VOL. CIX

NEW YORK, JUNE 12, 1926

No. 24

BLUES

An Anthology. Edited by W. C. HANDY



CARL VAN VECHTEN:

"Mean ole Miss Blues is fairly on her way to making an entrance into the company of the respectable family of collected folksong....the preface and arrangement of the musical numbers in this volume offer an excellent survey of the subject, beginning with crude folksong and working up to an excerpt from Gershwin's *Concerto*. In his drawings for this book Covarrubias has transcended all his previous work."

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WE are pleased to advise the trade that an illustrated catalogue containing the publications of the Navarre Society is now ready for distribution and will gladly be sent upon request to us. Several new titles of unusual interest are described.

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DONN BYRNE'S
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India as the background for a novel is a particularly interesting one and in this fine novel a well-known explorer who knows India from A to Z proves it a wonderful setting for a story of English life in a regimental garrison. The central character is a young man who is confronted by a mode of life and a civilization totally at odds with what he had known at home. With strong characterization and the theme of a man's struggle to make the most of his life, this novel will command attention at once. Publication June 25. \$2.00

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AND COMPANY

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We are subscribers to the promotion campaign of the National Association of Book Publishers and heartily recommend their promotion material as an aid to the bookseller in increasing his business.



JAMES OLIVER CURWOOD

To the Trade—

WHEN an individual performs consistently well in any line of human endeavor, it is but natural that the world takes it as a matter of course—SECRETARY HOOVER and the MAYO BROTHERS of Rochester, Minnesota, are fair examples of what I mean. None of these men is SPECTACULAR, but they do each JOB they have to do AND DO IT WELL.

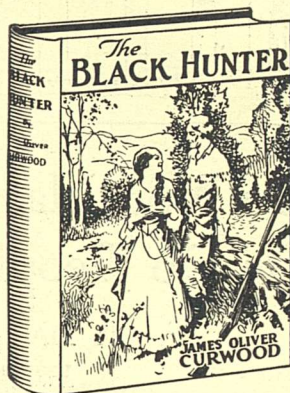
This brings me to the REASON for writing this letter—which is the REMARKABLY FINE WORK being done by JAMES OLIVER CURWOOD.

The trade each year since 1919 has taken as a matter of course that CURWOOD'S NEW NOVEL would be a "BEST SELLER." In each of these seven years he has had a novel which has sold OVER ONE HUNDRED THOUSAND COPIES BEFORE GOING INTO THE REPRINT EDITION! I do not know of a single writer other than CURWOOD of which this can truthfully be said.

In these seven years when so many erotic books have had a temporary success, he has never swerved from writing CLEAN books—BOOKS THAT WERE INTERESTING and which helped to bring to MILLIONS OF PEOPLE the SWEET, CLEAN BREATH of the GREAT OUT-DOORS. He TRIES to make each book he writes his BEST, and SUCCEEDS, for one can readily see his growth in craftsmanship. As a stylist and for the BEAUTY OF HIS ENGLISH I believe he will bear comparison with any contemporary writer.

The sales of his books have been so consistent, I do not think it an exaggeration to say that THEY HAVE DONE MORE to help you PAY THE OPERATING COSTS of your business than those of

What He Means To You

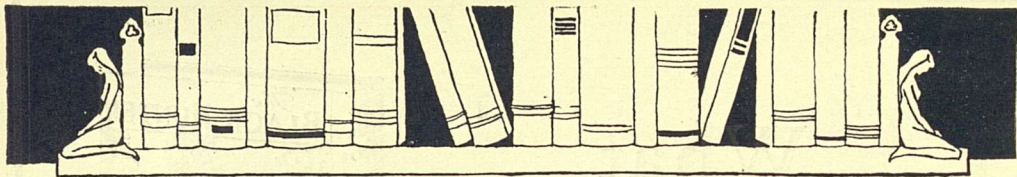


almost any other individual writer. THE GROSS PROFITS you have made on the sales of CURWOOD BOOKS in the past seven years have been ABOUT ONE MILLION DOLLARS!!

"THE BLACK HUNTER"—his new novel—is a real character of whom FRANCIS PARKMAN gives us a glimpse in one of his famous historical works. Around "THE BLACK HUNTER," CURWOOD has made with the magic of his pen the BEST NOVEL of its kind since COOPER wrote his famous "LEATHERSTOCKING TALES." In it the reader relives this brilliant time in QUEBEC on the eve of the FRENCH AND INDIAN WAR.

YOU HAVE NEVER HAD A BETTER OPPORTUNITY for sales of CURWOOD books than with "THE BLACK HUNTER." As you know, you have had more calls for it than for any book he has HITHERTO WRITTEN. We shall publish it JULY 20TH and put behind it a well-rounded advertising campaign, which will include NEWSPAPERS and MAGAZINES having a circulation running into MILLIONS, as well as a well-planned WINDOW-DISPLAY and IMPRINTED POST CARDS. I believe if you take the FULL OPPORTUNITY that is yours and solicit orders in advance of publication, THAT YOU CAN SELL ALMOST YOUR TOTAL ADVANCE PURCHASE within a day or so after publication date.

Cosmopolitan Book Corporation
New York



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"A modern fairy tale for the urbane."

The New York Times Book Review says: "The Misses Sylvia Thompson and Sylvia Townsend Warner are basking in the welcoming applause of the sort that greeted 'The Constant Nymph' of Margaret Kennedy. And now John North with his first novel, 'Girl or Boy' joins this group of clever young writers. Surely he must be one of the mad wags of Fleet Street.

'Girl or Boy' is a novel of wit and delightful writing. The world is his oyster—a few words and it is a glittering fish.

He has achieved that difficult turn of farce-comedy to complete his narrative with no loss of momentum, interest or amusement. His people are in their varied natures attractive and lovable.

A world whose sense is that of screaming headlines is treated to a genial and boisterous exposure. His laughter is both searching and hearty. With delicacy and inclusiveness he has handled his broad theme of sex.

This is a modern fairy tale for the urbane. He is in kind with Lewis Carroll and Max Beerbohm. A puckish fellow this John North, with the flair, relish and sunniness of Pan in his laughter."

• \$2.00 net.

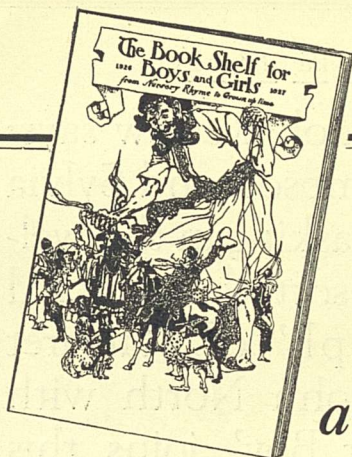
Remember the phrase:

"A modern fairy tale for the urbane."



SMALL, MAYNARD AND COMPANY
Publishers, :: BOSTON





*"Catch 'em young
and keep 'em long"*

The wise merchant in any line of business realizes that CHILDREN are his best-paying customers, because buying habits formed in youth persist throughout life.

Many a veteran bibliophile of today recalls when he "bought that first copy of Huck Finn (or Treasure Island or Alice or The Thousand and One Nights) at So-and-So's Book Store."

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It will pay you to distribute liberally this Fall

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R. R. BOWKER CO., 62 W. 45th St., NEW YORK

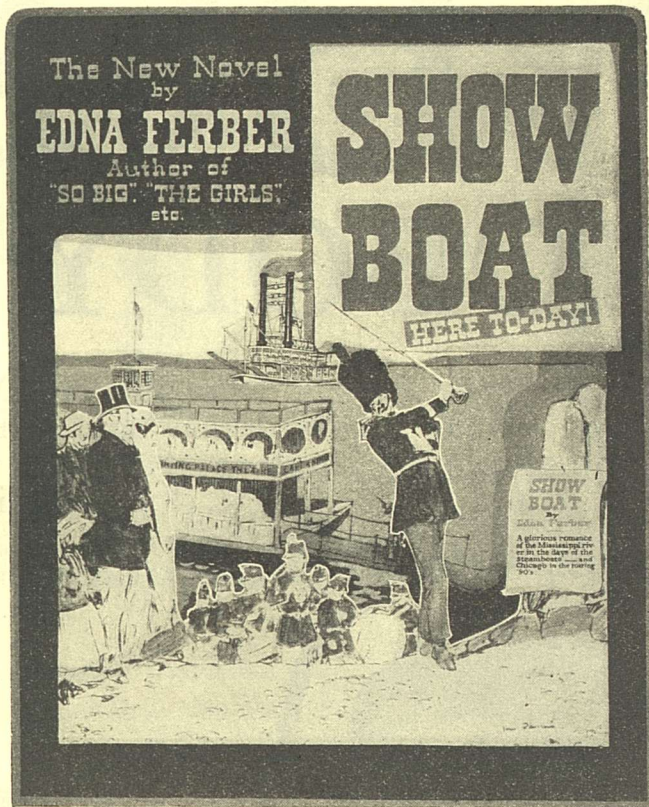
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Designed and produced by

THE MICHAEL GROSS COMPANY

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and the display material we are making for it.



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EDNA FERBER

Published by DOUBLEDAY, PAGE & CO., Garden City, N. Y.

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Next Week: "THE BLACK HUNTER"

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Christ emerge
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By BR
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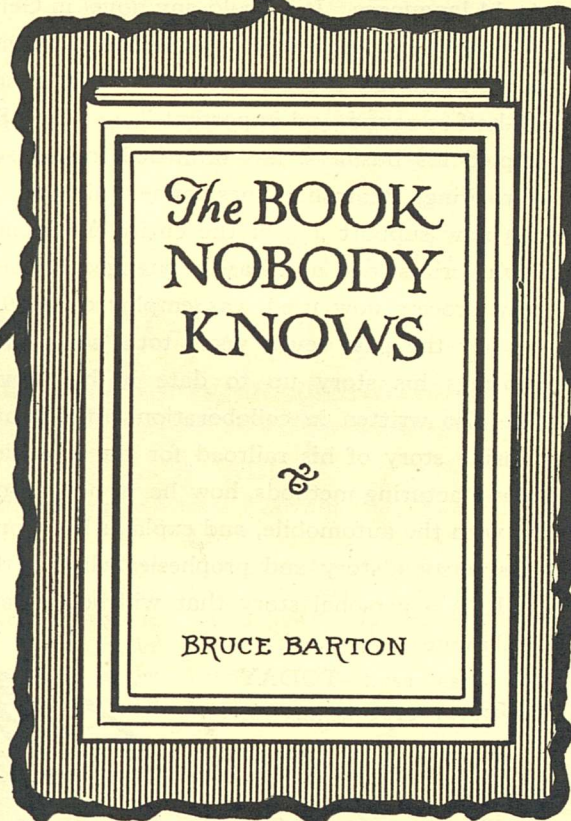
New York : TH



ning Year

BOOK NOBODY KNOWS

NOBODY KNOWS pre-
interprets the Bible
knowing, explains
essentials, reveals its
men and women in



me fresh, original and impressive treatment which made
emerge a living, breathing person, discloses the *present*
interests that reaches from Genesis to Revelation.

BRUCE BARTON

Author of
IAN NOBODY KNOWS

: The Bobbs-Merrill Company : Indianapolis

Henry Ford's **MY LIFE AND WORK**, written in collaboration with Samuel Crowther, was published in 1922. It sold more than 100,000 copies, and was translated into 14 languages. It outsold any novel in Germany. *The Atlantic Monthly* said that it revealed "the most significant American of the generation," and H. L. Mencken declared he "had never read anything by George Santayana one-half so sound and important." . . . Since 1922 Henry Ford has almost tripled his business, has branched into dozens of different fields embracing railroading, steamship lines, mines, aircraft, radio, until the allied Ford industries now support 2% of the entire American population. He has kept wages high, prices low, and has so changed his methods of manufacture that hardly any process now used was employed in 1922. . . . His published earnings for the past seven years total some \$750,000,000.00. . . . Henry Ford brings his story up to date in his new book **TODAY AND TOMORROW**, also written in collaboration with Samuel Crowther. . . . He tells the inside story of his railroad for the first time, shows how he has changed his manufacturing methods, how he is pioneering with radio and aircraft as he did with the automobile, and explains his economic philosophy. He goes beyond his personal story and prophesies what he thinks the future has in store for us. It is a personal story that will be interesting and important to every individual in the country. . . .

Everyone who has read **TODAY AND TOMORROW** says it has far and away better chances for a bigger sale than **MY LIFE AND WORK**.

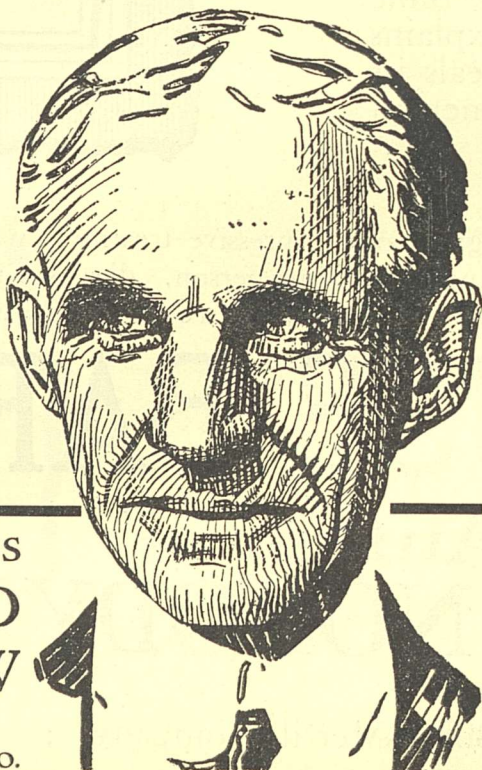
. . . Arthur Brisbane says "**TODAY AND TOMORROW** adds to Ford's permanent reputation. If you want to get rich and stay rich, read Henry Ford." . . . We add, "stock **TODAY AND TOMORROW!**" We prophesy that you will be ordering and reordering this book in increasingly larger quantities.

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NET \$3.50

DOUBLEDAY, PAGE & CO.



The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, JUNE 12, 1926

Literature as an Aid to the Fine Art of Living

An Address Delivered at the Recent Federation Convention in Atlantic City

Mrs. L. A. Miller

Chairman of Literature Division, General Federation of Women's Clubs

THE finest of Fine Arts is the art of fine living. To contribute something to the life-impulse in return for our cultural heritage, to leave it a little fuller and richer for our passing contact is the ultimate aim of each one of us, it is the aim of each department of work of the General Federation.

"Let Literature Serve Life" has been the slogan of this division for the past four years and to determine how we, as organized women working for the betterment of human life, may best make literature serve life thru all of our departments of work has been the constant problem of the chairman. You will find our aims visualized in the exhibit at this convention, you will find them crystallized in the resolutions we have offered for your consideration. Our message tonight is just the same message we have been trying thru four years to bring you thru bulletins, letters, addresses and exhibits—the

same idea underlies the various contests we have conducted—it is simply our slogan put into activity: "Let Literature Serve Life!"

We grew afraid of too great devotion to literature about the time the world began to spell culture with a capital K. We allowed Sinclair Lewis with his picture of "The Ladies Literary Club of Gopher Prairie" to make us apologetic for every purely literary number in the year's calendar. In our extreme reaction from selfish culture and toward practical service we eliminated from our programs for a time the artistic, the idealistic and the inspirational features. The result was the spiritual anemia which we might have anticipated.



Mrs. L. A. Miller

Four years ago the clubs were headed away from literature and going fast. In vain the chairman attempted to "shoo" them back. Finally she determined to find out what these eager club women were most interested in and link literature with

that. She found that the three millions of organized women were most interested in life and its changing problems, life in the large, centering about the American home, but including the world in its scope.

Today, our state chairmen unanimously report, the clubs are going back to literature, but no longer as a mere selfish cultural asset or a sort of refined vaudeville performance for an occasional guest-day; they are going back to literature to find out what it can teach them about life; they are going back to literature because without the reaction of the greatest intellects upon the countless phases of life and the universe they found themselves poorly equipped for practical service. For women who are seeking to solve social problems to turn their backs upon books and their message is about as sensible as the argument of the colored debaters about the relative importance of the sun and the moon. They finally concluded the moon was more important because one did not need light in the day time. Literature, like the sunlight, permeates all of our other activities.

But you are practical people and require concrete evidence of the service of literature. This division does not expect you to receive without question the statement of its prejudiced chairman. We must be able to demonstrate our case, step by step. One of our bulletins of last year attempted to do that very thing. It pictured Life as a triangle with our General Federation projects forming the base, and it attempted to show that, while Literature had its special contact with Life, just as all the other departments and divisions have theirs, in a very special way it touches life again and again thru them all.

I. Literature and the American Home

Considering first the keynote activity of this biennial period, the American Home, which stands first alphabetically also, what can literature do to help us preserve the morale of family life? Books, wisely chosen, will do much to restore companionship to the home, to bring back the serenity and repose which our modern days so sadly lack, to give us understanding of dangers which threaten and wisdom to meet them; they will open up a spiritual vista.

The average home needs more books, not *de luxe* sets, shut in glass cases like specimens in a museum, but books in constant use. A library was once an escape from the turmoil of the world, but books for the home, today, are a discipline rather than an opiate; they are a stimulant rather than a soporific; they send us back to life with courage to "fight it out."

The average home has not until very recently made any place for books in the family budget. They were left to Providence. Providence, working thru Aunt Mary, bestowed one of an interminable series upon Jack and Jane at Christmas-tide; and Providence, working thru grandmother, subscribed for a combination offer of magazines. Providence, working thru father, bought an expensive subscription set from an importunate female agent—the leaves are still uncut. The Literature Division was curious to know what sort of books mother would buy if she had a chance and for the past two years has offered a prize for home library lists. Women jumped at the chance to spend a little real money for books, even on *paper*, and from the hundreds of lists submitted something approaching an average opinion may be gathered.

The Bible Heads Home Library Lists

Most of our contestants head their lists with the Bible. Many of them comment that we would do well to dust off that sacred book and restore it to its former place of use in the family circle. Have we lowered our defenses against a time of need by letting the lofty words of Holy Writ slip from our busy lives? Our correspondents think so. The General Federation has affirmed its faith in the power of the literature of inspiration over the lives of men by asking for the reading of the Bible, without comment, in the public schools, and its restoration to the American home.

Practically all the world's literature was drawn upon to make the model home library which you will find in the exhibit of the Fine Arts Department. There you will find wisdom literature, heroic adventure, romantic escape, you will find the sting of satire as well as the song of the idealist.

The charm of the home library is its individuality; books should reflect the tastes, the opinions, even the aspirations of those who own them. If you do not care to have your innermost self revealed to those who come after you, destroy your library, if you are a booklover. It is impossible to justify one's choice of books, their appeal is too individual and too subtle for that. "Like the kingdom of heaven and all other high and precious things, the choicest sort of books only yield their rare essence to those who love them for themselves." It is well this is so or we might find the same book lying beside the same rose-shaded lamp, beside identical brass beds, stretching in monotonous identity of pattern from Atlantic City to La Jolla, from Toppenish to Palm Beach.

In general we are pretty safe in requiring of a book that we admit to the privacy of the family circle and it shall add to our fund of knowledge; that it shall present ideals of life and conduct which we can duplicate in our daily life, not dreams of impossible adventure; that it shall add somehow to our heritage of *beauty*. The spirit of the home cannot be kept alive on the husks of realism; somewhere within the book must nestle the germ of beauty.

Contemporary Books for Contemporary Problems

It is well to know the classics and own as many of them as we are able, but the home with only classics upon its shelves is poorly equipped for the problems of today. For contemporary problems we must turn to contemporary books. It will do no good for us to hide our heads in the sand, like an ostrich, and declare there are no problems peculiar to our modern civilization. We of the older generation should realize the absurdity of attempting to fit wriggling, protesting Youth with a Victorian pattern. We would do well to climb down from the seat of judgment and try to ascend to the seat of understanding. Contemporary literature, with its scathing satire of our follies and prejudices will help us to understand. When we read "The White Monkey" and find that the tragedy of Youth lies in the fact that it does not know what it wants and consequently would not know if it got it—we begin to realize the pathos of this wistful,

restless, searching generation. When we read "Babbitt" and find the same futility of life and purpose there we begin to realize that the cultured young English woman and the crude American realtor were expressing the same modern spirit of discontent and feeble attempts at satisfaction.

To meet Youth intelligently we must comprehend their problems and be able to discuss them with less disapprobation and more intelligence. They find us "pitiful and rather quaint," they find us "mildewed with the taint of old commandments." The time has passed when a Pollyanna poultice will salve the hurts of Youth. . . . Books will help us to helpful comradeship based upon a frank recognition of the facts of life.

Salacious Publications Not Literature

The average home is not sufficiently alive to the menace of the publications that are offered to every passerby on Main Street. "Let bad books alone and they cannot hurt you" is as false as it is fallacious. There is a class of writers today who could not qualify as creative artists who are deliberately exploiting Youth, they are reading into the minds of Youth their own degenerate ideas and taking refuge behind "the modern spirit." They fatten on publicity and change their form so frequently that it is almost impossible to exterminate the breed. Investigators must proceed cautiously, swiftly and silently. If the dealer does not respond to a courteous request use the weapon of Main Street upon him, the "cold shoulder" of community disapproval, few men or women are strong enough to withstand that—and please do not label his trash "objectionable literature," it never was and never can be *literature*—call it *publications*.

II Literature and American Citizenship

What has Literature to offer the department of American Citizenship? All books that bring us knowledge of our social organization, its origin and its defects, their source and their remedy, are foundations for better citizenship. To the Department of Citizenship belong, therefore, all oratory of patriotic purpose, all history of our country and its traditions, and all biography of its citizens. Particularly important are the life-stories of those who have become "citizens by adoption"

and who write with fresh wonder of institutions we accept as a matter of course.

III Literature and Applied Education

The Department of Applied Education covers the whole field of human knowledge. We do not think of textbooks as literature, usually, but many of them are. Whenever technical knowledge combines beauty of diction with excellence of form it becomes literature.

Applied Education has so many phases of activity that we may not illustrate them all. When we stoop to read the blurred inscription of an old sun-dial: "A garden is a lovelome thing, God wot"; when we whisper Joyce Kilmer's "Trees" so like a prayer; when we listen to the melody of "Thank God for a Garden," we are citing concrete illustrations of Literature's service to Life thru Applied Education. When we quote the familiar and lovely lyric of Anna Hempstead Branch during "Better Speech" Week we are turning again to Literature in the service of Applied Education:

"God wove a web of loveliness
Of trees and clouds and birds,
But made not anything at all
So wonderful as *words*."

IV Literature and International Relations

In the Department of International Relations books will help us to understand those difficult problems of economic adjustment, conflicting commercial interests and racial expansion which complicate the vital question of world-peace. Books will help us to that racial sympathy and understanding which Mrs. Winter has told us is the only sure basis of lasting peace. This department draws not only on the propaganda for peace and the thought of international complications and their adjustment, but upon all the literature of all the world. Thru literature the nations have become articulate, and patient scholars poring over translations in their silent studies are workers in the van of the peace forces of the world.

Finding Our Common Denominator Thru Literature

Take away the memory of Homer, of Dante, of Goethe, of Shakespeare, of Ibsen, of Tolstoy, from the world and human understanding will be set back by centuries.

Thru these interpreters we have found a common voice, and a common experience. When we discover certain universal emotions, such as love of home, love of country and appreciation of nature reflected in the written words of an alien people they are no longer alien; when we realize that human joy and sorrow is the same the world over we have transcended the boundaries of race and of time and realize that in the things of the spirit we are very close after all. There are ideas great enough to contain us all, let us look for those in books instead of emphasizing our differences. There is a common denominator for us all, let us look for it in the world's literature.

Literature takes us out of our provincialism. We pride ourselves on our Anglo-Saxon inheritance, but our creative work is shot thru and thru with foreign threads. We are of the race and language of Shakespeare and Milton but we are heirs also of the chaste beauty of the Greeks, the elfin wistfulness of the Celts, the nuances of mood of the Latin races, the religious exaltation of the Hebrews, the mystic philosophy of the Hindus, the fine lacquer and polish of China, the compression, suggestion and infinite vista of the Japanese. Moreover we are rapidly developing from within a multi-racial type of writers from the creative work of many Americans whose ancestors were deeply rooted in foreign soil. . . . A literary movement may be American today—tomorrow it is international.

V Literature and Legislation

Let Literature serve Life thru Legislation. Here, at last, it may seem that Literature has lost its contact—but consider for a moment how our laws get on the statute books. Some wrong or injustice of our social system burns within the mind of a poet, dramatist or novelist; he weaves his indignation about it; his rage infects the multitude and public indignation crystallizes into law. We recognize this when we say of any measure—we must first have education—we mean that we must give literature a chance to form about it. The process is too well known to require illustration. For every person who can be reached thru statistics and argument there are scores who will respond to

emotional appeal. Shall we divorce literature from legislation? Not while poets still remain the unacknowledged legislators of the world.

VI Public Welfare and Literature

The same literature of social protest which aids legislation has been revolutionary in Public Welfare. Club women should inform themselves in regard to the methods that are being used by writers of today to sway the emotions of the present generation, for the emotions of today will crystallize into the statutes of tomorrow.

VII Literature and the Press

The Press and Literature are sisters. Literature preserves the perishable riches of the daily press. Each rejoices in the other's accomplishment.

VIII Literature's Place Among the Fine Arts

Of Literature's service in its own family of Fine Arts I shall not speak, except very casually, the contribution there is so evident. There have been volumes written by devotees of each art to prove the greater message of painting, music or letters for humanity; I prefer to stress the unity of the three—the inseparable relation of the written word to painting and to music.

Some one has said, "The laws of each art are convertible into every other. Raphael paints wisdom; Handel sings it; Phidias carves it; Shakespeare writes it"—we may add to that and Christ *lived it*—"the Word became flesh and dwelt among us" to teach the finest art of all.

In the beginning the arts were one: When God created the earth by assembling the rhythmic vibrations and arranging the chaotic elements of the universe according to a preconceived plan or pattern—that was *poetry*; when He formed the mountains, hollowed out the canyons and traced the great water-courses—that was *sculpture*; when He clothed the hills with tapestries of green and gold and washed the purple shadows across the desert sage—that was *painting*; when He tuned the tides and suns with a mathematical precision that is still beyond our finite comprehension—that was *music*; when He

peopled the earth and sent His pygmy creatures forth on their eternal quest of spirit thru matter—that was *drama*.

Literature's Service to Life Summed Up

Let Literature serve Life. It will strengthen the fellowship of family life and make us wiser to meet the dangers that menace the American Home; create better ideals of American Citizenship, serve Applied Education, interpret racial relations, make clear the problems of Legislation and Public Welfare, preserve the perishable message of the Press, make articulate the wistful quest of the younger generation and help thru its ministry of beauty to make a fine art of that difficult and most-to-be-desired end of all culture *the art of fine living*.

Literature from the Iliad to Mother Goose is just the story of human life. Human nature hasn't changed so very much in essential things since blind Homer traded his songs for bread; since Penelope alternately mourned and scolded her errant husband; since Dante found in mystic vision the white rose of Paradise; since Sarah slyly smiled behind the backs of her angel visitors; since David crept shyly into the darkened tent of Saul with his lily-hung harp; since Omar sent his soul into the invisible; since Faust bartered his peace for a new spiritual experience; since Nora slammed the door of the "Doll's House" behind her.

On the title-page of Mr. Macy's "Story of the World's Literature" the artist has made a suggestive drawing. At the bottom of the page Primitive Man hacks out a message in stone; halfway up the page we recognize the faces of Dante and Shakespeare; at the top is a pure white page. That is the book of the future which none of us shall read. But we know what will be written there—just *life* with its striving and futility, its folly and wisdom, its beauty and despair, its fruitless pursuit of wordless, wondrous things, like "silver heron" flying dark against the moon.

Let Literature serve Life is the slogan of the Literature Division.



Aiming Advertising at Women

Putting a Special Appeal Into the Bookstore's Copy

Virginia Caldwell

WHAT sort of advertisements do women favor? Out of a long experience in dealing with advertising to women, Ruth Seymour, of the Honolulu *Star-Bulletin*, gives some ideas that have been impressed upon her.

"The question as to what sort of advertisements women favor is one to which all merchants should give careful thought," she said. "The woman, of course, is the

buyer of the family. Next to show-window display (which in a limited way is one of the best possible forms of advertising) it is obvious that the greatest medium by which to attract women is the newspaper."

Booksellers will find some of the principles given by Miss Seymour of value in preparing advertisements.

"One must consider certain qualities said to be more characteristic of women than of men. One of these is the artistic quality or aesthetic sense.

"When a new home is built and furnished the man's chief concern is the kind of stucco used, the shingles, plumbing, etc. The woman spends countless hours planning the color schemes of the different rooms, choosing the cretonnes, deciding on

the exact position for her many lamps, rugs, etc."

(Note—But there are many women today interested in the books of construction, materials and plumbing.—V. C.)

"Therefore, if you want women to read your advertisements make them artistic."

Now, when Miss Seymour is talking about artistic advertisements she is not saying that they must be gaily ornamental. Nor need the bookseller pay fancy sums for drawings or paintings.

The Book Room

NEWLY ENLARGED
and REARRANGED

WHAT is new and old in literature is here—the leading publications from the leading publishers. New editions of old books, first publications of the new. All have place in these collections assembled in The Book Room.

Here choice is made with assistance of a personnel thoroughly conversant with literature of present times. Or, if preferred, one may browse at will and make his own selection from this complete library of books.

The Careful Arrangement
And Classification of
Books Facilitates Choice

First Floor, East.

CARSON PIRIE SCOTT & Co

The Book Room

NEWLY ENLARGED
and REARRANGED

WHAT is new and old in literature is here—the leading publications from the leading publishers. New editions of old books, first publications of the new. All have place in these collections assembled in The Book Room.

Here choice is made with assistance of a personnel thoroughly conversant with literature of present times. Or, if preferred, one may browse at will and make his own selection from this complete library of books.

The Careful Arrangement And Classification of Books Facilitates Choice

To Find Books as Intelligently
Arranged and Placed as Here
Means Successful Selection.

First Floor, East

CARSON PIRIE SCOTT & Co

*Unusual Series of Ads.
Which Plays Up the
Shop's Improved Service*

What she wants to impress is that a good portion of good taste is essential in the ordinary every-day black and white advertisements. The things by which, Miss Seymour says, an artistic advertisement is achieved are:

Attractive cuts.

A balanced layout.

A type face that is appropriate.

A border in keeping with the size and contents of the copy.

Expressive copy.

"The illustration is the first thing to take the eye," she says, "but its pulling power is greatly decreased, unless it is given the proper amount of white space and is used in conjunction with the right size and kind of type. White space properly used gives quality to an advertisement."

You will notice in retail book advertising those that attract your eye most quickly have the type or the illustration framed in a margin of white space.

"One should not use bold severe gothic type to advertise orchids or silk lingerie. Would you frame a small pastel-tinted landscape with an ornate or heavy black frame?"

"No, if you did, the center of interest would be the frame, not the picture—one would kill the other. Even so with an advertisement. The border for an advertisement should be selected with as much discrimination as the frame for a picture. The advertisements appearing in the metropolitan dailies favor more and more the narrow, simple border. In fact, it is now regarded as rather 'small town' to use heavy black lines to attract attention."

Among the things to remember in preparing copy for women, Miss Seymour points out that a greater love for detail is one of their characteristics.

"It is permissible to use more copy in a woman's advertisement than in a man's. When a woman reads about a new shipment of frocks, she wants at once to know what material they're made of, what colors, what styles, etc."

As proof, she cites the shopping pages running in newspapers all over the country and questions, "What man would have the patience to read thru a full page of 7-point type?"

"Personality touches" are especially welcomed, she says. The T. Eaton Co., Ltd., Toronto, uses the personality touch for its book advertising when in a column headed "You Were Inquiring" it suggests to imaginary inquirers books for certain friends—along the line of "Answers to Correspondents." Ideas like this, accord-



About That New Home

To you who are planning a new home, we are glad to offer these splendid plan books, including new concrete and English style houses, at... **50¢, 75¢, \$1.00 and \$1.50**

Have You Read Them?

BOOKS WITH A PURPOSE

Our Fear Complexes.....	\$2.50
Williams and Hoag.....	
Creative Process of Individual,.....	\$1.50
Troward.....	
Big Business of Life.....	\$1.50
Ralph Parlette.....	
Dance of Life.....	\$4.00
Havelock Ellis.....	

"It Costs No More at Gill's"

The J. K. Gill Co.

Booksellers Stationers' Office Outfitters
Fifth and Stark Streets

ing to Miss Seymour, have "a human appeal not to be discounted. And if you can slip something in to make a woman smile, she will remember your advertisement twice as long and you have twice the chance of drawing her into your store."

"Direct discourse" is another favored method. She shows how some stores use it. "I must take time today," said Mrs. Smith to herself, 'to run into the Home of Linens and buy some of that underwear they're offering at cost.'"

"Such a method of telling the public that the Home of Linens is closing out its ready-to-wear department," says Miss Seymour, "is more effective than if it were printed in red ink."

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER F. G. MELCHER
62 W. 43th St., New York City

June 12, 1926

I HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

Books Wisely Chosen

THE first article in this week's issue, "Literature As An Aid to the Fine Art of Living" was delivered by Mrs. Nellie Bugett Miller, as an Address at the recent biennial convention of the General Federation of Women's Clubs at Atlantic City. Mrs. Miller, the Poet Laureate of Colorado, was elected Chairman of Literature at the biennial in Chautauqua, and is now closing four years of service. She has fostered creative work in her four years. The model home library on exhibition at the biennial was the result of one of the Federation's contests this year, and will be presented to the headquarters. The model home library list has been distributed widely to libraries, schools and clubs and was the nucleus of a model library in the American home at Paris. Probably Mrs. Miller's most distinguished service as Chairman of Literature is the way in which she has linked literature with all other departments of the Federation's work and formed helpful contacts with existing agencies for adult education.

In addition to the address in this issue, Mrs. Miller presented a detailed report of the work of the Division of Literature last year. This is a very impressive record, and an inspiration to the booktrade, for it reveals an alert and eager audience for books of three million women. The resolutions of the Federation printed below

show the temper of this audience. We have space here for only a few of the details of the work as Mrs. Miller's report sets them forth. Three thousand "Literature and Life" programs were distributed during the year and many clubs made it the basis of their year's work. Three bulletins were prepared particularly for the use of rural clubs without library facilities, programs of travel, drama, short-story, poetry and biography. The Federation cooperated with the Children's Book Week Program of the National Association of Book Publishers. A new bulletin is soon to be published, "Glimpses of World Relations Thru Literature," a reading course for clubs with good library facilities. Three programs were available last year for clubs with good libraries, "Changing Points of View," "Seeing America Thru Fiction," "The Political Novel." Mrs. Miller's report also tells what each state did in cooperation with this broad program in promoting good books.

At the Federation Convention resolutions were passed of notable breadth of character and of great importance to the advancement of literature in the United States. The resolutions were sponsored by Mrs. Miller, Mrs. H. B. Broxam, Chairman of the Committee on Community Drama, and Mrs. H. W. Rice, Chairman of the Committee on Bible Literature.

Resolution

A. WHEREAS, we are convinced that literature is a vital force in human affairs and that books, wisely chosen, will do much to preserve the morale of the American home, create better ideals of American citizenship, interpret racial relations, make clear problems of legislation and public welfare, preserve the perishable message of the daily press, give sympathetic understanding of the younger generation, and by their beauty and spiritual inspiration make fine art of that most difficult and most to be desired of all culture—the art of fine living—therefore be it

(1) RESOLVED, that the General Federation of Women's Clubs recommends the continuous and systematic study of literature as a discipline for life, and acknowledges the service of literature to every other department of federation work; be it

(2) RESOLVED, that the Federation endorses publicity for good books and no publicity for worthless publications, be it

(3) RESOLVED, that the Federation co-operates with existing agencies for adult education and urge the more general use of the State Universities and State libraries; be it

(4) RESOLVED, that the Federation approves plans for the greater knowledge and appreciation of American writers, both men and women; the compilation of State bibliographies and the fostering of creative work; be it further

(5) RESOLVED, that the General Federation of Women's Clubs urges the observance by all Clubs of "Children's Book Week" and the expansion of this idea into a year-round interest in children's reading.

B. WHEREAS, the study of the Bible is not only a source of courage in the crises of life, but a cultural asset such as no other book affords, be it

RESOLVED, that the Federation urges support of efforts to secure daily reading of selected portions of Scripture, without comment, in the public schools, and restoration of the "Greatest Book in the World" to familiar companionship in the American home.

C. WHEREAS, so many of the problems of contemporary life are portrayed in the drama, and co-operation in dramatic expression has demonstrated its power to enrich community life, therefore be it

RESOLVED, that the Federation commends the introduction of the study of the drama, the production of plays, and the encouragement of creative expression in the Club, and enjoins observance of National Drama Week.

Instalment Selling

THE paper by Robert O. Bonnell at the Booksellers' Convention, which was printed in the Convention Number of the *Publishers' Weekly*, will give booksellers an interesting sidelight on the methods of handling instalments adopted in other fields. Mr. Bonnell pointed out that it is hardly worth while to set up a system of instalments on sales of a smaller unit than \$50. This was evidenced by the

fact that most subscription sets are a unit of sale of from \$50 up.

The instalment method will not be valuable to many bookstores unless there is an increase over the usual unit of sale, and few bookstores have merchandise in stock, except in the rare book field, where the unit is large. The larger reference sets are usually sold by house-to-house canvass by the publishers, and the bookseller does not have margin enough on these, even if they are obtainable, to handle the payments on a time basis. Old and rare books are usually sold to customers who have an open charge account and to whom the idea of signing a contract for regular payments would not appeal. There is a possibility of developing the other type of customer such as was suggested by the address of Carl H. Milam of the American Library Association, the customer who wants to follow thru a certain subject and who would be better off if he bought ten or a dozen books needed to cover that subject at one time. If the bookstore could get sales of that character, it would be a business well worth developing. But the difficulty will be that the customer will not be wholly persuaded of the advantage of having all the books at once and will prefer to buy the volumes month by month.

The *Publishers' Weekly* believes that a study of the size of his units of sale deserves very careful attention by the bookseller and that gradually certain groups of customers can be found who will be pleased to buy in larger quantities. In confirming them in their habit, the method of open accounts with the privilege of payment in four or five monthly instalments can well be adopted, or, if it is a person accustomed in other lines to small monthly payment basis, the longer terms could be used. Every book salesman ought to watch not only his total sales per day and per week but the average size per sale. There should be no inclination to slight the smaller size sales, which are necessary to increase the turnover and develop future book buyers, but there ought to be in every day's business a certain number of sales of creditable size. If not, the selling method may be at fault, or possibly there is a lack of scope and variety in the merchandise shown.

In the Book Market

IN February of this year Appleton published "The Diary of a Young Lady of Fashion in the Year 1764-1765, by Cleone Knox, Edited by Her Kinsman and Descendant, Alexander Blacker Kerr."

An interesting document for those who like things Pepysian but not one would suspect the sort of thing that would have a very general sale. But there one would be wrong. The book immediately sprang into public favor and has for the last few months been on the list of best sellers. In the meantime there has been much discussion of the diary in literary columns and papers and speculation as to its authenticity.

The New York *Times* in a column of front page space announced on June fourth that the diary was the work of a little Irish girl, Magdalen King-Hall, the 19-year-old daughter of an Admiral in the British Royal Navy. Miss King-Hall declares that she never for a moment thought the book would be taken seriously but expected it to be accepted as a joke. Which of course it will be now—at the public's expense. As important as the book's reception in England and America, was the valuation the New York *Times* put on the information about its authorship as news.

The next day in the *Times* D. Appleton & Co. made a statement saying that they were under the impression, when they brought the book out in February, that it was a genuine eighteenth-century document, but the discovery of an error in date that could not have occurred in an authentic diary established that it was fiction. The American publishers did not learn until within a fortnight that 19-year-old Miss Magdalen King-Hall was the author.

The discovery that the diary was a hoax was made by the publishers when the date of publication of Horace Walpole's "Cas-



From "The Diary of a Young Lady of Fashion." Appleton

tle of Otranto" was looked up. The pretended Georgian diarist told of reading it in October of the year of publication. A check on this point showed that Walpole's thriller did not come off the press until two months later. On

discovering this the publishing house changed its advertising, which had originally represented the book to be a genuine bit of fashionable history. Later advertisements were silent on the historical authenticity of the book.

The pretense that the volume really contained the private confessions of a sprightly and susceptible young woman of a century and a half ago was not taken seriously in this country. Few book reviewers swallowed it whole.

"Critics both in England and America, for the most part, correctly viewed the book as fiction," said an official of the publishing house. "Lord Darling in England treated it as genuine and compared the diarist to Pepys. He is a humorist and might have had his tongue in his cheek. He has been rallied a good deal in England for his gullibility. Some of the American reviewers treated the diary seriously, but most of them accepted it for what it is—a very amusing and lifelike piece of historical fiction." . . . ¶

E. Barrington's new historical novel, "The Exquisite Perdita," will be published July 17 by Dodd, Mead, who claim that it is a better book than any of its successors, "The Divine Lady," "The Chaste Diana" and "Glorious Apollo." Founded on the life of the beautiful and talented actress, Perdita Robinson, who early in her brilliant career came under the fascination of the Prince of Wales, later George IV—and had cause to regret it—this book draws us into the social and theatrical circles of London in the eighteenth century, much after the fashion of

the author's previous novels. The brilliant Richard Brinsley Sheridan, author of "The School for Scandal," is the hero of the book; and his fascinating wife, Elizabeth Linley, the famous singer, plays a leading part in the development of the plot. Many of the celebrated figures of the late eighteenth century move thru the pages. Every artist of the day vied in painting Perida—Gainsborough, Sir Joshua Reynolds, Romney, Cosway, Hoppner and others—some of them four or five times. Gainsborough's portrait is reproduced in full colors as a frontispiece of the book. . . ¶ .

An architect and an artist have joined resources to produce a highly amusing as well as beautiful and informative piece of cartography, B. E. Clark and E. B. Olsen whose "A Kite View of Philadelphia" is similar in method and appearance to the Boston map published in April. It promises to be much in demand as a souvenir for visitors to the Philadelphia Sesquicentennial celebration. It also is published by Houghton Mifflin. . . ¶ .

John Galsworthy's "The Silver Spoon," a further development of the "Forsyte Saga" which is now running in *Scribner's Magazine*, will be published in book form in July. . ¶ . May Sinclair, who has published nothing in this country since last year's "The Rector of Wyck" (Macmillan) will have a new book, "Far End," in the fall. . ¶ . F. P. A. occasionally turns his talent for light verse to book reviewing. Here is a recent sample from the "Conning Tower" in the *New York World*.

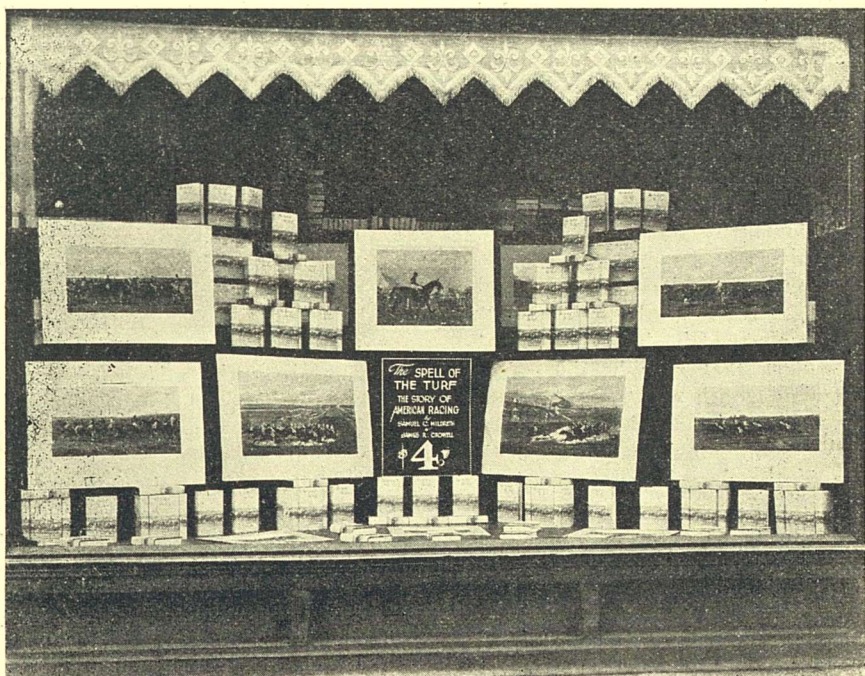
*How gleeful and gay are the verses of
A. P. Herbert, a poet of PUNCH!
They're jolly, jejune, and they sing to a
tune*

*That you think of at dinner or lunch.
"Laughing Ann" they are hight they are
merry and bright;*

*They are simple and silly and sage.
And I'm not either glad or dejected to add
They are published by Doubleday, Page
And Co.*

Yo ho!

They are published by Doubleday, Page.



Window Display at Brentano's, Washington, of "The Spell of the Turf" by the Dean of American Racing Men, Sam C. Hildreath, Is Made Very Attractive by Combining Copies of the Book and a Number of Colored Racing Prints. The Window Sold Both Books and Prints

An A. B. A. Page

News and Notes of the American Booksellers' Association

Ellis W. Meyers *Executive Secretary*

1 Madison Ave., Metropolitan Tower, New York City

MANY of the publishers have already written congratulating us on our new "Book Review Syndicate" idea and promising their support. We have not heard from the booksellers who are the ones for whom this service is being inaugurated. The plan, based on the assumption that there are a number of booksellers who are unable to supply their local papers with a weekly column of reviews, is devised in order to enable booksellers in cities and towns where there are newspapers that would gladly run a weekly book column to furnish such material to them. A single long review (supplied thru the courtesy of the *Saturday Review of Literature*) and several short reviews will be sent to each subscriber once a week. The charge for this service to members of the A. B. A. will be ten dollars a year (52 columns). * * * This new service is the first of the plans which we are putting into operation this year. * * * On June 10 the new Advisory Committee met to construct an outline of the work which they are to do. A bulletin advising booksellers about every phase of bookselling and pointing out things that may be done during the following month will be sent to every member once each month. This is the first really definite aid to be extended to members of the Association.

The first few answers to our recent letters, regarding the making of a definite attempt by publishers to send the public to the bookstores, are very encouraging. It is our belief that many of the petty annoyances heretofore prevalent thruout the trade are slowly but surely being eradicated. Certainly each individual whose attention has been called to a fault has made every effort to conform to our desires. Constant effort of the right sort



works wonders, and with the removal of small worries, more attention can be paid to our big task, that of selling books—lots more books.

Catalogs, House Organs, Brochures, advertising matter, advertisements and everything about all bookshops should be sent to this office by all booksellers. In order to help the trade, in order to take advantage of the many opportunities for publicity, this material is necessary. Many booksellers have sent in examples of what they are doing. We want to see something from everybody. * * * It will be noted that our weekly in the *Saturday Review* often carries "personals." This kind of copy is interesting to the public and will be used as often as possible. It has been impossible for me to visit the many bookstores of the country but I will be able to use advertising material particularly monthly bulletins or brochures, to good advantage. Send it in—often.

"Of Interest to Bookpeople" is the tentative title of a booklet which is being prepared for the members of the Association and for prospective members. It will be sent out about the middle of this month in place of the usual June Bulletin. In it will be found a description of the various activities of this office and an outline of our work for the coming year. * * * It should be quite important for the members of the trade to know all of the details of the work of the Association so that they may take advantage of the plans which they can use and may cooperate to the fullest extent. Members should show their allegiance by displaying our insignia on their windows and stationery. Decalcomanie window transparencies may be had from this office for fifteen cents each and electrotypes for fifty cents each.

Have You Tried This?

Practical Business Hints From Other Bookshops

One dollar paid for each contribution found suitable for this page. They should be briefly stated and practical.

Systematized Promotion

TWO years ago Chistopher Grauer, the energetic head of the Otto Ulbrich business of Buffalo, decided that the mail-order promotion of the business was being done without enough system; and he took desk room in the upper part of the building and put a young lady to work checking up the store's list, classifying interests, and gave her the latest equipment in typewriters, mimeographs and addressing machines. In this department are kept all the supplies, publishers' circulars, etc., and with these all under one charge their use has been made much more effective. From this worker goes out a constant stream of suggestive letters, the text of which is carefully drafted by Mr. Grauer or his son, Otto Grauer, the manager of the new branch store.

Mr. Grauer believes that every bookseller, by the very nature of his service, owes it to his community to get as many books as possible to its attention. This cannot be done by unsystematized methods. No stereotyped forms are used, but each approach is adapted to the kind of book to be exploited. Sometimes it is simply the announcement of a book about to be published and likely to interest the customer.

Sometimes it is a book to which the store takes a particular fancy like "The Man Nobody Knows," or "Why We Behave Like Human Beings." Sometimes the suggestion comes from outside, as when Mr. Grauer happened to hear in one noon three men speaking of the fun they had reading "Gentlemen Prefer Blondes." This episode was written up on a small card and came to people as a fresh and human suggestion and there were fine results and orders.

Vacation Brain Food

I OWE a vote of thanks to my neighborhood delicatessen store for a novel window display idea. I noticed while I was window shopping one Friday that there was quite a crowd looking at the window display of the corner delicatessen. I edged into a good vantage point and was struck, as were the other passersby, with the novelty of the display. There were five boxes ranging in price from \$5 to \$1, each labeled with a menu of its contents. There were all sorts of sandwiches, salads, fruits and deserts to tempt the picnicker, or the week-end motorist.

It occurred to me that I might well try the same idea in my bookstore window, and so the next week I arranged a display of groups of assorted books, one pile containing half a dozen children's books; another containing two of the best selling novels, one of the most talked of biographies and a volume of poetry; and still another containing two plays, one book of adventure, and a volume of poetry. These piles were surrounded by posters bearing such suggestions as "Have you considered your children's reading appetite?," "Between swims we suggest—," etc. I was gratified to find quite as large a crowd around my window as I found at the delicatessen window, and intend to repeat this display thruout the summer. L. M.



Canadian Booksellers Gather

*Resolutions Passed At the Convention in Toronto, June 1-3,
Show Progressive Spirit*

A SUCCESSFUL convention of three days was held in Toronto June 1st-3rd by the Canadian Booksellers' and Stationers' Association of which A. H. Jarvis, Ottawa bookseller is president and Findley J. Weaver, of Toronto, secretary. The sessions were intensely practical and took up a number of phases of the bookstore problem. Among the addresses and round table discussions were:

"Handling Special Book Orders" by Bruce T. Ripley, Toronto.

"Broadcasting of Book News" by L. M. Adams of Wendell Holmes & Co., London, Ontario.

"Making the Most of Our Market" by Franklin F. Appleton, of Musson Book Co., Toronto.

"The Need for Technical Training in the Booktrade" by S. B. Watson, Thomas Nelson & Sons, Toronto.

"The Children's Book Department" by A. H. Jarvis, Ottawa.

"The Manufacturer of Books" by E. J. Hathaway of Warwick Brothers & Rutter, Toronto.

"The Censorship of Books," by William Tyrrel, Toronto.

"Price Maintenance" by Frank T. Stapley, Toronto.

"Telling the World About the Goods You Sell" by W. C. Dover, editor of *The Bookseller and Stationer*.

"Advertising Schemes" by David Shearer of Hamilton.

The Toronto Board of Trade opened its conference room for the meetings, and every subject brought out general discussion which was of value to all of those present. The long train rides from the far west of Canada and from the maritime provinces are so great that the majority of the attendance has to be from the center of the country, the rest of the trade getting their information and benefit from the printed accounts.

The character of the topics discussed shows how closely the problems of the Canadian booktrade resemble those of America, and thru the energetic work of the Association of Canadian bookmen a promotion campaign is being carried on supplementing that which is being carried on in this country by the National Association of Book Publishers.

On Wednesday evening, the delegates were the guests of the Publishers' Association at a very successful banquet in the Board of Trade Building, Franklin F. Appleton of the Musson Book Company presiding.

The resolutions passed by the Convention embody, in effect, a great deal of the result of the discussion, and the Association is preparing for a busy and active year. The Canadian Book Week and Children's Book Week will both be actively supported. The resolutions are as follows:

Resolutions

I. RESOLVED, THAT this Association condemn, and request the discontinuance of the practice followed by some publishers, manufacturers and jobbers of selling at less than retail prices to schools, libraries and other large consumers who are not retail dealers, thus depriving the trade of its legitimate and reasonable profits.

II. THAT the Association of Canadian Bookmen be asked to accept our appreciation and hearty thanks for the generous assistance they have given to the trade thruout the year and particularly for the valuable catalog, "Books for Everybody," which it has been supplying to the trade; and it is further resolved (1) that the A. C. B. be requested to omit from such lists as they may prepare from time to time all names or other marks by which the publishers of the books listed could be identified. (2) that a separate key be provided for the trade only.

III. THAT the Association oppose the publication and dissemination of salacious books and urge all booksellers and lending libraries to ban such books entirely from their shops. This Association is, however, strongly opposed to the methods sometimes adopted in certain municipalities whereby worthy and reputable booksellers are most seriously injured both in reputation and business by being brought into the police court on disgraceful charges of which they are entirely innocent.

IV. THAT the publishers be requested to agree among themselves upon a uniform size for their trade announcements, order lists, catalogs, etc., so that all lists sent to retail dealers may be filed together conveniently.

V. THAT as members of this Association suffer great inconvenience and annoyance because invoices are delayed, publishers, manufacturers and jobbers be urgently requested either to *enclose invoices* in every parcel sent by express or post, or to mail the invoices separately but on the *same day* as shipment is made.

VI. THAT publishers be requested to include in all their advertisements, announcements, etc., the words "Buy from your local bookseller."

VII. THAT because booksellers receive much adverse criticism from their customers regarding the quality of paper used in many of the new books printed in Canada, publishers be requested to give every consideration to improving the quality of the paper used, also to see that reasonable care be taken with the presswork and general make-up of the books.

VIII. THAT the support of this Association be given to the movement for the collection of a reasonable duty on all periodicals coming from countries outside the British Empire because of the undue proportion of advertising pages in the majority of such publications and that special action be taken in this regard as applying to monthly issues of fiction magazines which, to all intents and purposes, are paper bound books and should be thus classified.

IX. THAT this Association urge all dealers in books and stationery, including rare book dealers, second-hand book deal-

ers, newsagents, gift shop dealers, and Lending Libraries to become members of this Association because we believe that our organization can never reach its maximum usefulness unless we are truly representative of these interests thruout Canada.

X. THAT the inspiring and magnificent address delivered at the annual banquet of our Association by Frederic G. Melcher, editor of the *Publishers' Weekly*, made it clear that retail booksellers have in the immediate future unprecedented opportunities for expanding and developing a profitable and honorable business of glorious traditions, and that the thanks of this Association be extended to Mr. Melcher for his great address on this occasion.

XI. THAT we express our hearty appreciation and thanks to the President and directors of the Board of Trade of the city of Toronto for the numerous courtesies extended to this Association during its Convention in Toronto and particularly for the use so generously given of the Board Room, lounge rooms, etc.

XII. THAT the warm and hearty thanks of this Association be extended to George Wilson, President of the Board of Trade, for honoring us by being present at our Assembly luncheon and for his fine expression of welcome and goodwill on that occasion.

The new officers just elected are:

President—Wm. Tyrrell, Toronto, Ont.

Vice-Presidents—

Wendell Holmes, London, Ont.

Alex. Stewart, Fort William, Ont.

E. J. Vickery, Yarmouth, N. S.

Secretary-Treasurer—F. I. Weaver, Toronto, Ont.

Executive—

Immediate Past President, A. H. Jarvis, Ottawa, Ont.

C. L. Nelles, Guelph, Ont.

Roy Britnell, Toronto, Ont.

H. Burton, Montreal, Que.

D. C. Shearer, Hamilton, Ont.

J. E. Curran, St. Thomas, Ont.

F. W. Grinham, Kingston, Ont.

E. L. Ireland, Owen Sound, Ont.

Sale of the Clawson Library

Frederick M. Hopkins

THE Elizabethan and early Stuart library of John L. Clawson, of Buffalo, was sold in two parts at the Anderson Galleries on May 20, 21 and 24, 25. The 926 lots brought \$642,-687.50, which with the exception of the library of Robert Hoe, sold in 1911-12 for about \$2,000,000, gives it the record of the most valuable library ever sold at auction in this country. This sale not only attracted very keen interest in this country, but collectors and the rare booktrade all over the world were interested as well.

Dr. Rosenbach bought more than two-thirds of the entire library, his purchases amounting to \$447,500. In discussing the sale he said the great lesson to be learned from it was the value placed upon fine copies by collectors. Condition is a factor of growing importance in this country. While Mr. Clawson made a handsome profit on his collection as a whole, in some cases the poor copies were actually sold at a loss. Fortunately for the owner, the library generally was in fine condition.

Milton's "Comus," first edition, which brought \$21,500, was the star lot. Next came Shakespeare's "Much Ado About Nothing," which sold for \$21,000. Gower's "Confessio Amantis," published by Caxton in 1483, fetched \$20,000. The profit on these three items alone was about \$20,000.

The Anderson auction catalog of this sale is deserving of special mention. The descriptions are not only full and the notes of great bibliographical interest, but the typography, together with the facsimiles, make it a fine piece of printing and a reference work of great importance in its field.

The following is a selection from items which brought \$3,000 or over, with the prices realized:

Dekker (Thomas). "The Shoemakers Holiday, or The Gentle Craft," small 4to, old calf, London, 1600. First edition. The Heber-Devonshire-Huntington-Jones copy. \$3,250.

Garnier (Robert). "The Tragedie of Antonie," London, 1595; and "A Discourse on Death," London, 1600; 2 vols. in one, small 8vo, original vellum, in case. First editions. \$3,900.

Goodwyn (Chrystofer). "The Maydens Dreame Complied," etc., small 4to, morocco by Lewis, printed by Robert Wyer, 1542. First and only edition and believed to be only known copy. \$4,100.

Howard (Henry, Earl of Surrey). "Songes and Sonets," etc., small 4to, levant morocco by The Club Bindery, n. p., 1574. Sixth edition of which only four other copies are known. \$3,600.

Interlude. "A New and Mery Enterlude, called the Triall of Treasure, newly set fourth, and never before this tyme imprinted," small 4to, levant morocco by Rivière, London, 1567. First edition, only four other copies known. \$3,500.

Interlude. "A New Enterlude called Thersytes," small 4to, levant morocco by Rivière, London, 1550. First edition. Only two other copies known. \$5,000.

Interlude. "Theterlude of Youth," small 4to, levant morocco by Rivière, London, 1557. First edition, only four other copies known. \$4,000.

Jonson (Ben). "The Fortvnate Isles and their Vnion," small 4to, levant morocco by Rivière, no imprint or colophon, 1624. First edition. The Mostyn copy. \$4,900.

Lyly (John). "A Most excellent Comedie of Alexander, Campaspe, and Diogenes," etc., small 4to, levant morocco by Rivière, London, 1584. First edition. \$3,250.

Lyly. "Midas," small 4to, morocco, London, 1592. First edition. The Christie-Miller copy. \$3,000.

Milton (John). "Juxta Edouardo King Naufrago," etc., small 4to, levant morocco by Bedford, Cantabrigiae, 1638. The excessively rare first edition of Milton's "Lycidas," which occurs on pp. 20-25 of the second part of this work. \$3,000.

Mirror for Magistrates. "A Myrrore for Magistrates," small 4to, old sprinkled calf, London, 1559. First edition of the first part. \$4,850.

Munday (Anthony). "Fidele and Fortunio," small 4to, morocco, London, 1585. The foundation play of Shakespeare's "Two Gentlemen of Verona." Only two copies known, both imperfect. \$6,250.

Peele (George). "The Araygnment of Paris A Pastorall," small 4to, levant morocco by Sangorski and Sutcliffe, London, 1584. First edition, only two other copies known. \$3,500.

Rolle (Richard, of Hampoll). "Rycharde Rolle hermyte of Hampull in his contemplacions of the drede and loue of god With other Dyuerse tytles as it sheweth in his table," small 4to, old calf, London, 1520. Second edition. \$3,400.

Shakespeare (William). "The Tragedie of King Richard the Second," small 4to, levant morocco by The French Binders, London, 1608. Fourth edition. \$4,900.

Shakespeare. "Troilus and Cresseid," small 4to, levant morocco by Rivière, London, 1609. Second issue of the first edition. \$11,000.

Shakespeare. "Titus Andronicus," small 4to, levant morocco by Bedford, London, 1611. Third edition. \$4,600.

Shakespeare. "A Midsommer Nights Dreame," small 4to, levant morocco by Rivière, London, 1600. Second edition. \$3,600.

Shakespeare. "The Tragoedy of Othello," small 4to, levant morocco by The French Binders, London, 1622. First edition and described as the finest copy known. \$10,700.

Spenser (Edmund). "The Shepheardes Calender," etc., small 4to, morocco by Bedford, London, 1579. First edition, one of five copies not all of which are perfect. \$17,700.

Anglo-American Conference

STANLEY BALDWIN, Prime Minister of England, has agreed to speak at the opening meeting of the Anglo-American Historical Conference to be held in London, July 12th-16th, to which at least one hundred delegates are going from this country. In connection with this meeting there will be an exhibit of historical books published in America.

Major George Haven Putnam, D. Litt.

MAJOR George Haven Putnam was awarded the honorary degree of Litt.D. by Oxford University in May. As he could not be on hand for the function on the 11th, when other candidates were receiving degrees, a special Convocation was held for him on the 18th, when he was the sole candidate. The following is a translation from the Public Orator's eulogy given, of course, in Latin:

George Haven Putnam, D.Litt.

Here is one whose task is to bind kindred nations in the treaty bond of letters; one whom we rejoice to welcome today returning with the first swallow, old in years but young in mind. A man whom knowing well what damage is done, even in the business of letters, by unfair laws has worked from his youth upwards to ensure that foreign writers shall obtain fair treatment from American Pirates. And so for the last thirty-five years witness has been borne to the value of his services to men of our race by countless writers whose works have by this time gained the approval of the Muse of History. Many of these have to our grief passed away, yet there are still alive some whose genius has been stimulated by our friend from sluggishness or curbed from excess. There are some of you applauding today who have in the past, as father of a maiden manuscript, blushed at his knock on your door, and on his entrance plucked a leaf of praise that will not die, undertaking with his help either that a Hero should be given to a Nation or that a Nation should be handed down to posterity. After his father's death he has conducted the business of his House thruout sixty years without publishing either here or among his American compatriots any work devoid of beauty or value; a worshipper of the Muses he worships their Mother with especial reverence. We, men of Oxford, greet one who loves our University, one who having been wont to appraise our trifles knows that no cause gains our favor except one that is ready to succeed. We greet a devoted lover of England who took his stand and maintained it with Britain, and in days of doubt did not hesitate to bear abuse and unpopularity among his own people, a friend in fact at his greatest in the greatest of wars, in the darkest hours of which, he went about this island the harbinger of the light coming from his western land.

And so I present to you the Nestor of Athenians, himself a true Athenian, George Haven Putnam, formerly a Major in the American Army, a member of the Legion of Honour, to be admitted to the degree of Doctor of Letters honoris causa.

Librarians Make New Copyright Proposal

WITH the question of possible progress toward international copyright hanging in the balance at Washington, the American Library Association has, thru conference and correspondence with the American Federation of Labor, made a new proposal for revision that would put the question of the division of authors' rights on still another basis. The proposal is as follows:

"Let the Treasury Department be required in the case of imported originals reprinted here to send to the reprinter notice in duplicate of such arrivals, including name of the biller, the recipient, the number of copies, and if desired the price on the manifest. Let the American publisher have a contract with his British publisher under which, in presenting such duplicate advice, he shall receive reimbursement to the amount he would have gotten if the order had been made thru himself. He thus gets the profit and the information designed by the Vestal bill. If then, by his contract, he has arranged for equalization of price, American trade will readily flow to his counters, and the number of such necessary Customs reports will steadily dwindle. The other way around, of course, would be to handle the control at the British end as the Germans did during the period of depreciated currency."

"This new proposal," says one publisher who has had opportunity to consider it, "takes a wholly unexpected direction in that the librarians complaint against the Vestal Bill has been that it set up a rather too complicated machinery, and yet that machinery would seem simple, indeed, compared to what is here proposed by the American Library Association. Just how this elaborate system of reporting could be worked out is not suggested. Whoever drafted the proposal completely misunderstands the status of the American publisher who has his own contracts direct with the English author and is as much that author's publisher as is the London house which handles the English market. It would mean that the English author, for instance, would be hampered in marketing his Eng-

lish rights as well as his American rights. English publishers would have to agree at the request of English authors, to this complicated bookkeeping system, and no one can possibly expect that they would make such an agreement. It would substitute hours of trouble to English publishers and authors to save a few minutes' trouble to American librarians under the sound and just provisions of the Vestal Bill.

"The librarians have proposed in the Perkins Bill to interfere with the natural right of English authors to sell separate territories, and are now proposing a complicated system by which they circumscribe not only with the English author's rights but also the English publisher's rights. What the librarians are really fighting against is sound copyright doctrine which was written into their own Perkins bill, which says that 'copyright may be assigned for the entire period of copyright or for a specified territory.' This principle was copied into the Vestal Bill and is perfectly satisfactory to everyone except the librarians."

The Book Hunter

ACCORDING to the "Books Wanted" columns of the *Publishers' Weekly* for May, James Branch Cabell held first place among modern authors whose first editions are sought by collectors. Several new names have fought their way onto the list, among them John Erskine whose "Private Life of Helen of Troy" was his drawing card, and T. F. Powys whose "Soliloquy of a Hermit" was asked for. The appearance of demands for certain titles which have not been regularly in demand would suggest the sudden following up of some title mentioned in an article or book or, as in the case of Paul De Kruif, who had just too few requests for his "Our Medicine Men" to admit him to this sanctuary, the following up of earlier titles by authors who have just sprung into prominence. William Beebe whose "Arcturus Adventure" has once again brought him before the reading public joins the list, as do John Dos Passos, the popularity of whose "Manhattan Transfer" undoubtedly accounts for demands for his earlier titles and Winifred

Letts with four requests for her "Spires of Oxford."

	Separate Titles Wanted	All Firsts Wanted
James B. Cabell	25	7
Edgar A. Poe	9	14
Norman Douglas	5	6
Bret Harte	8	5
Lafcadio Hearn	6	5
Rudyard Kipling	6	5
Theodore Dreiser	5	5
James Stephens	4	5
James Joyce	3	5
Oscar Wilde	3	5
Sherwood Anderson	2	5
Mark Twain	2	5
Joseph Conrad	1	5
John Galsworthy	1	5
Walt Whitman	4	3
Stephen Crane	9	1
William Beebe	7	1
Christopher Morley	7	1
Donn Byrne	5	1
John Dos Passos	5	1
Frank Harris	4	1
Herman Melville	12	
James F. Cooper	23	
Mencken and Nathan	7	
Amy Lowell	6	
H. L. Mencken	6	
Edna St. Vincent Millay..	6	
T. F. Powys	6	
Hendrick's Life and Letters of Walter H. Page....	6	
John Erskine	4	
Winifred Letts	4	
Carl Sandburg	4	

MID YEAR INDEX OF NEW BOOKS

PUBLISHERS who have not yet sent the information are requested to mail *at once* a list of the new books they have published or will publish between May and August this year.

These lists are for *free inclusion* in the Mid-Year Index Number of the *Publishers' Weekly*, ready July 3rd.

PUBLISHERS' WEEKLY.

June 12, 1926.

New Bobbs-Merrill Building

AFTER September 1st the Bobbs-Merrill Co. will be located at 724 North Meridian Street, Indianapolis, just a short distance from their present location on East Vermont Street. The state of Indiana, in developing the big war memorial, has taken over the property on which their fine building was located, and the great architectural structure which is the center of the memorial is already rising directly behind the Vermont Street building. They have been fortunate in obtaining a very suitable building which was designed by Herbert M. Foltz, one of Indiana's leading architects. The building is two stories high, but covers so much ground area that they will have more space than before and the location faces the Memorial Plaza, where important public buildings are being erected.

Personal Notes

WILLIAM L. HALLWORTH, the proprietor of Colesworthy's Bookstore on Cornhill, Boston, was married to Miss Mary Woodward of Wellesley Hills, Mass., in the first week in June. Mrs. Hallworth is a niece of Fred E. Woodward, the manager of the well-known bookstore of Woodward & Lothrop of Washington, D. C.

FLEMING H. REVELL is expected back from Europe late in June, after several months in England, France and Italy. Reports reach us that his health has been greatly benefited while abroad this winter.

Periodical Notes

THE PARENTS' PUBLISHING ASSOCIATION of 353 Fourth Avenue, New York, is starting a new magazine called "*Children—The Magazine for Parents*," which is to give a great deal of emphasis to books. Reviews of books for parents will be handled by the Child Study Association of America, of which Mrs. Sidonie M. Gruenberg is director, and the page of books for children will be edited by Marion Cutter of the Children's Bookshop, New York. The managing editor is Anne Pierce.

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case word "apply" is used. When not specified the binding is "cloth."

Imprint date or best available date, preferably copyright date in bracket, is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.].

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Katharine

Toto and the gift; front. by Eric Pape. 235p. col. front. D c. N. Y., Macmillan \$2
A story for girls about a French girl, her friends in France, her journey to America and her new friends.

Aldington, Richard

French studies and reviews. 246p. D '26 N. Y., Dial Press \$2.50
Literary essays reprinted from the London Times Literary Supplement and The Criterion.

Arendzen, J. P.

Prophets, priests and publicans; character sketches and problems from the gospels. 336p. O '26 St. Louis, B. Herder \$2

Bailey, John

Walt Whitman. 220p. S (Eng. men of letters, new ser.) c. N. Y., Macmillan \$1.25

Bell, Edward Price, comp.

World chancelleries; introd. by Calvin Coolidge. [lim. ed.] 213p. il. O c. Chic., Chic. Daily News apply

As a contribution to the cause of international peace, the Chicago Daily News in 1924 obtained first-hand expressions from the leaders of the important governments of the world on the question "How shall world peace be secured?" These interviews have now been compiled in book form.

Belt, Robert E.

Foundry cost accounting; 2nd ed., rev. and enl. 267p. O c. Cleveland, O., Penton Pub. Co. \$6

Bible

The beginning of the New Testament; tr. by William Tyndale, 1525; facsimile of the unique fragment of the uncompleted Cologne Edition; introd. by Alfred W. Pollard; lim. ed. 102p. O '26 N. Y., Oxford \$7

Blanchard, Charles Albert

An infallible guide; intimate talks about divine guidance. 64p. D [c.'26] Chic., Bibl. Inst. Colportage Ass'n 40 c.

Bloodworth, Mrs. Jennie Akers

Getting acquainted with Georgia [story]. 253p. il. D [c.'26] Dallas, Tex., Southern Pub. Co. 80 c.

Blosius, Ludovicus

Comfort for the fainthearted. 217p. T '26 N. Y., Benziger Bros. \$1.25

Braybrooke, Patrick

Kipling and his soldiers. 180p. front. (por.) O [n. d.] Phil., Lippincott \$2.50
A study of Kipling's portrayal of the British soldier in prose and verse.

Brelsford, Harry Eugene, and Stevens, Edwin Augustus, jr.

Water rates and steam consumption of marine machinery. 179p. diagrs. D c. N. Y., Simmons-Boardman \$2

Brooks, Alfred Mansfield

Architecture and the allied arts; 2nd rev. ed. 283p. (5p. bibl.) il. O '26, c.'14, '26 Ind., Bobbs-Merrill \$5

Brown, Charles Brockden

Wieland: or The transformation, together with memoirs of Carwin the bilquist; ed. with introd. by Fred Lewis Pattee. 396p. (2p. bibl.) S (Amer. authors ser.) [c.'26] N. Y., Harcourt \$1.25

Brown, Laura Alston

The book of etiquette. 251p. S '25 c. N. Y., Street & Smith, 79 Seventh Ave. fab. \$1

Almanac wireless log book; complete listing of the radio broadcasting stations of the world. 64p. O c. Milwaukee, C. N. Caspar pap. 50 c.
Bell, James Carscallen and Wiegand, Ernest Herman Extraction and clarification of pectinous fruit juices. 12p. (bibl.) il. O (Ore. Agri. Exp. Sta.

circ. 63) '25 Corvallis, Ore., Ore. Agri. Experiment Station apply
Browster, Sadie B. America's making. 31p. O (Instructor entertainment ser.) [c.'26] Dansville, N. Y., F. A. Owen Pub. Co. pap. 35 c.

Bruffey, George

Eighty-one years in the west. 152p. front. (por.) D '25 Butte, Mont., Author, care Butte Miner Co. fab., \$2; pap., \$1
The autobiography of a pioneer in the west.

Burnham, Frederick E.

Phil Tyler's opportunity. 128p. front. D [c. '25] Chic., Bible Inst. Colportage Ass'n
75 c.; pap., 25 c.

Burke, Arthur Devries

Practical dairy tests. 219p. (bibls.) O c. Milwaukee, Oslen Pub. Co. \$2

Burton-Opitz, Russell

An elementary manual of physiology for colleges, schools of nursing, of physical education, and of the practical arts; 2nd ed., rev. 413p. il. (pt. col.) diagrs. D '25 Phil., W. B. Saunders \$2.50

Campe, Joachin Heinrich

Robinson der Jüngere; ed. by C. H. Ibsers-hoff. 206p. front. S (Heath's modern lang. ser.) '25 N. Y., D. C. Heath 80 c.

Cross, Ethen Allen

Fundamentals in English. 539p. (4p. bibl.) D c. N. Y., Macmillan \$2.25
A textbook for teachers' colleges treating the subject-matter of formal English from the professional point of view.

Cutten, George Barton

The threat of leisure. 176p. (14p. bibl.) O c. New Haven, Conn., Yale \$2
The author, who is president of Colgate University, contends that underwork is a greater menace to the nation than overwork.

Davies, Ellen Chivers

Our friends at the farm. 150p. il. (pt. col.) D [c. '26] N. Y., Crowell \$1.50
A little city boy, Billy, becomes acquainted with all the animals on an old-fashioned farm; uniform with "Our Friends at the Zoo."

Davis, Frank P.

Anthology of newspaper verse for 1925; 7th annual ed. 151p. D [c. '26] Enid, Okla., Author bds. \$2.50

Dock, Lavinia L., and Quimby, Jennie C., comps.

Text-book of materia medica for nurses, 8th ed. rev. 324p. il. D c. N. Y., Putnam \$2.25

Eastern America from Quebec to Florida. 300p. il. maps (pt. col.) D [c. '26] Hartford, Conn., Guyde Pub. Co. fab. \$1

Findlay, Hugh

Garden making and keeping. 270p. il. O '26 Garden City, N. Y., Doubleday \$5

Frank, Carolo

Cursus philosophicus; pars III, Philosophia naturalis. 380p. O '26 St. Louis, B. Herder \$2

Gilliat-Smith, Ernest

Saint Anthony of Padua, according to his contemporaries. 223p. front. (por.) D '26 N. Y., Dutton \$2.50

Goguel, Maurice

Jesus the Nazarene; myth or history? tr. by Frederick Stephens. 330p. (bibl. footnotes) O c. N. Y., Appleton \$3
An historical study of Jesus' life by a professor in the University of Paris.

Gowen, Herbert Henry, D.D.

Asia; a short history from the earliest times to the present day. 456p. (7p. bibl.) il. maps (pt. col.) O (Atlantic Mo. Press pub'n) c. Bost., Little, Brown \$3.50

Grant, Blanche Chloe

Taos Indians. 127p. (bibl. footnotes) il. O '25 c. Taos, N. M., Author pap. \$1.25
The history of an Indian tribe.

Graves, Charles Larcom

Hubert Parry: his life and works; 2 v. 415p.; 423p. il. O '26 [N. Y., Macmillan] \$12.50 set
The life of a great British composer of the 19th and early 20th century.

Guedalla, Philip

Fathers of the Revolution. 313p. il. O '26 c. '24-'26 N. Y., Putnam \$3.50
The characters discussed are George III, Louis XVI, Lord North, the Earl of Chatham, Edmund Burke, John Burgoyne, Cornwallis, George Washington, Benjamin Franklin, Samuel Adams and La Fayette.

Garesché, Edward F.

The sodality manual. 245p. (5p. bibl.) Tt c. St. Louis, Mo., Queen's Work Press, 626 N. Vandewater Ave. fab. 50 c.

Gifford, Edward Winslow

Miwok cults. various p. (bibl. footnotes) Q (Univ. of Cal. pub'ns in Amer. archaeology and ethnology; v. 18, no. 3) '26 Berkeley, Cal., Univ. of Cal. Press pap. 25 c.

Gifford, Edward Winslow and Schenck, W. Egbert
Archaeology of the southern San Joaquin Valley, California. 122p. (bibl. footnotes) il. map Q (Univ. of Cal. pub'ns in Amer. archaeology and ethnology, v. 23, no. 1) '26 Berkeley, Cal., Univ. of Cal. Press pap. \$1.50

Graebner, Theo.

Church-membership and lodge-membership. 27p. D '26 St. Louis, Mo., Concordia Pub. House pap. 20 c.

Greater New York Charter (The); with notes and references to judicial decisions . . . and the English colonial charters by Mark Ash; 5th ed. 1703 p. O '25, c. '26 N. Y., Baker, Voorhis & Co. buck. \$25

Brownell, Mary A.

Swimming pageants; ser. 1-4. [For Physical education handbook; loose leaf plan; sections 205-208.] various p. diagrs. O (Pageants with a purpose) c. N. Y., A. S. Barnes pap. 75 c., ea.

Burns, Harrison, ed.

Annotated Indiana statutes; rev. by Benjamin F. Watson; 3 v. various p. O c. Ind., Bobbs-Merrill buck. \$50

Christian, George B.

My lost millions; Florida past, present and future. 48p. il. O c. Marion, Ohio, Author pap. 25 c.

Colonial architecture,

and other early American arts. 28p. O '26 Pittsburgh, Pa., Carnegie Library apply

Currie, Carleton H.

Whether goest thou? religious play in one act. 21p. O c. '26 N. Y., S. French pap. 35 c.

Diehl, Walter Stuart

A study of the effect of a diving start on airplane speed. 9p. diagrs. Q (Nat'l Advisory Comm. for Aeronautics, report no. 228) '25 Wash., D. C., Gov't Pr. Off.; Sup't of Doc. pap. 5 c.

Halévy, Élie

A history of the English people, 1815-1830; tr. by E. I. Watkin. 332p. (bibl. footnotes) O [n. d.] N. Y., Harcourt \$6

The second volume in Halévy's history of the 19th century English, the first volume of which ("A History of the English People in 1815") appeared in English translation in 1924.

Hobart, Alice Tisdale

By the City of the Long Sand; a tale of new China. 341p. il. D c. N. Y., Macmillan \$3.50

A woman's experiences during twelve years of homesteading on America's trade frontier in China.

Hubbard, Samuel C.

Roses and their culture; how to propagate, grow and exhibit roses in America. 128p. il. D (Farm and garden lib. [c.'26] N. Y., Orange Judd Pub. Co., 15 E. 26th St. \$1.25

Joachim, S. Y., and Quintero, A.

La flor de la vida. 124p. S (Heath's mod. lang. ser.) [c.'26] N. Y., Heath 76c.

A brief three-act play.

Keller, Rev. Charles Frederick

Mass stipends. 209p. O '26 St. Louis, B. Herder \$1.50

Laird, John

A study in moral theory. 350p. (bibl. footnotes) O '26 N. Y., Macmillan \$4

Lipphard, William B.

The second century of Baptist foreign missions. 253p. (2p. bibl.) il. diagrs. D [c.'26] Phil., Judson Press \$1

Loveman, Leonora

Revolt. 204p. D c. N. Y., H. Vinal \$2

An adventure story of Hungary for boys of all ages.

McCloy, John A.

The gift of love. 85p. O '26 St. Louis, B. Herder 90c.

Markham, Virgil

The scamp; il. by Henry Pitz. 380p. D c. N. Y., Macmillan \$2.25

A tale of romance and high adventure, following the fortunes of Francis Talbot and his friends during the reign of George I.

Mathews, Ferdinand Schuyler

Familiar flowers of field and garden; rev. ed. 325p. il. D '25 c.'95-'25 N. Y., Appleton \$2.50

Mazzanovich, Anton

Trailing Geronimo; ed. by E. A. Brinistool. 280p. il. (pt. front.) D '26 Los Angeles, Gem Pub. Co. \$3

Hitherto unrecorded incidents bearing upon the outbreak of the White Mountain Apaches and Geronimo's band in Arizona, 1881-1886.

Moret, A., and Davy, G.

From tribe to empire; social organization among the primitive peoples in the ancient East. 380p. il. maps O (Hist. of civilization ser.) '26 N. Y., Knopf \$5

Nash, Roy

The conquest of Brazil. 454p. (3p. bibl.) il. maps O [c.'26] N. Y., Harcourt \$5

Not a book of travel, but a sociological survey covering the period from 1500, when Brazil was discovered by the Portuguese, to the present. The author describes it as "a narrative of the interaction of land and people—too much land, too few people."

Oppenheim, Edward Phillips

Prodigals of Monte Carlo. 301p. D c. Bost., Little, Brown \$2

With only eight months to live, Sir Hargrave Wendever goes to Monte Carlo and finds the short time allotted him by his physician full of thrills.

Parry, Reginald St. John

Henry Jackson, O.M.; a memoir. 305p. (1p. bibl.) il. O '26 [N. Y., Macmillan] \$6

Recollections of the late vice-master of Trinity College and regius professor of Greek in the University of Cambridge.

Hageman, Rev. G. E.

Friedrich Konrad Dietrich Wyneken, pioneer Lutheran missionary of the nineteenth century. 55p. il. D (Men and missions, III) '26 St. Louis, Mo., Concordia Pub. House pap. 25c.

Hardy, Samuel, ed.

Spalding's tennis annual, 1926. various p. il. diagrs. S (Spalding's athletic lib. no. 57x) c. '26 N. Y., Amer. Sports Pub. Co. pap. 35c.

Hodge, Edwin T.

Mount Multnomah, ancient ancestor of the Three Sisters. 163p. (bibl.) il. maps diagrs. O '25 Eugene, Ore., Univ. of Ore. pap. apply

Hughes, Babette

Bound for Mexico; a melodrama in one act. 20p. D (French's internat'l. copyrighted ed. no. 547) c. '26 N. Y., S. French pap. 30c.

James, Arthur Charles

Taboo among the ancient Hebrews. 71p. (bibl.) O '25 Phil., Univ. of Pa. pap. gratis

Joseph, Leon Edward

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Edited by Frederick M. Hopkins



THE "Glimpse of the Lives and Works of Certain French Bibliographers," by Harriet D. MacPherson of the library of the College of the City of New York, is continued in the current number of the *Bulletin of Bibliography*.

“EARLY Greek Elegy: The Elegiac Fragments of Callinus, Archilochus, Mimnermus, Tyrtaeus, Solon, Xenophanes, and Others,” edited, with an introduction, text, critical notes, and commentary, by Dr. T. Hudson-Williams, professor of Greek in the University College of North Wales, will soon be published by Humphrey Milford for the University of Wales Press Board. In his commentary the chief aim of Professor Hudson-Williams has been to illustrate the close dependence of the early elegists upon the language and thought of the Homeric poems.

THE latest volume of the literary remains of Lafcadio Hearn is a further compilation of articles written by him while he was on the staff of the *New Orleans Item* and the *Times Democrat*, and they cover the years from 1878 to 1887. Their title is simply "Editorials," and they come from the press of Houghton Mifflin Company under the editorship of Charles Woodward Hutson, who is also responsible for three earlier collections, "Fantastics," "Leaves from the Diary of an Impressionist" and "Creole Sketches."

THE New York Public Library has announced that the Schomburg collection of prints, autographs and manuscripts on the negro, consisting of several thousand items, recently purchased by the Carnegie Foundation, will be cataloged and made

accessible to the public in about three months' time at the 135th Street branch library. The collection made by Arthur A. Schomburg was bought by the Carnegie Foundation at the suggestion of the National Urban League. An advisory committee, of which Mr. Schomburg is a member, has been appointed which will take a special interest in holding the collection intact and in making additions to it.

FRANCIS H. SAWYER of Clinton, Mass., during many years of collecting gathered about 200 items, including newspaper clippings, manuscripts, letters and other material, all relating to John Roulstone, author of "Mary Had a Little Lamb." These have recently been acquired by Henry Ford, who proposes to rebuild the schoolhouse which Mary Sawyer attended, and use it for a museum. The original schoolhouse stood in Sterling, Mass., but the rebuilt one will be in Sudbury. Mr. Ford has been busy finding and acquiring parts of the schoolhouse, including the cornerstone, doorstep, and a portion of the frame, which will be used in the rebuilding.

CATALOG No. 178 of James F. Drake, Inc., of this city, which has just been issued, is a "Check-List of First Editions of 250 representative Modern Authors," and includes about 5,000 items. Titles and prices only are given, and exceptional volumes requiring notes are omitted. This little volume of 117 pages is a reference work in itself of great usefulness to all who have anything to do with modern first editions. It is deserving of careful study as to values, for Mr. Drake is one of the very best authorities in his line. If any of the readers of this department do not receive Mr. Drake's catalogs, we suggest that they write for this issue if they are

interested in modern first editions. They will find it well worth preserving.

THE first volume in the series of monographs on bookbinding, published by Ernest Benn, Ltd., of London, is devoted to "Maioli, Canevari, and Others." G. D. Hobson, the author, brings new evidence to the controversy whether the bulk of Grolier bindings were of French or Italian workmanship, and has been remarkably successful in tracing the books which composed Maioli's library, and the results of his investigations are startling and are likely to modify the whole study of sixteenth century binding; and he proves conclusively that Dometrio Canevari never owned the famous bindings decorated with the medallion of Apollo and Pegasus which for over sixty years have been associated with his name. The list of bindings are a feature: so far as possible the successive owners of each binding are named, and references given to reproductions where any exist. It has about 60 illustrations, of which six are in color, almost all of bindings hitherto unpublished. The work is indispensable, not only to the amateur book binder, but also to every antiquarian bookseller.

THE third number of *Ars Typographica* has just been issued and is of interest to the typographer for the large number of reviews by experts of the latest publications relating to the art of printing. Many of these books are not reviewed by other printing periodicals because, due to their cost, review copies are not sent out. The leading article in this number is by Frederick W. Goudy, on "The Roman Alphabet: Its Origin and Aesthetic Development." This is a scholarly monograph by our greatest type designer, and is fully illustrated, showing reproductions of lettering from the Trajan Column and of some original letter designs by Leonardo da Vinci never before published. Mr. MacMurtrie, the editor, contributes an article on "The First Printing in South America," with a facsimile of the first piece of printing produced in the New World, reproduced from the unique copy in the John Carter Brown Library, with a note on the printer, Antonio Ricardi, and

his work at Mexico City and Lima, Peru. No student of typography should miss the quarterly visits of this scholarly and beautiful publication.

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- Americana.** (No. 45; Items 341.) Dawson's Bookshop, 627 South Grand Ave., Los Angeles, Cal.
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Books on fine arts, including the library of Dr. Carl Becher, Karlsbad. (No. 723; Items 2301.) Joseph Baer & Co., Hochstrasse 6, Frankfurt on Main, Germany.
Books on mountaineering in the Alps, Himalayas, Andes, Rocky Mountains, etc. (No. 482; Items 223.) Francis Edwards, 83a High St., Marylebone, London, W. 1, England.
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First editions. (No. 174; Items 654.) James F. Drake, 14 West 40th St., New York City.
First editions, private press items, curiosas, Americana, books on the sea, whaling, shipwrecks, travel, sporting, illustrated and art books. (No. 3; Items 493.) Chelsea Book Shop, 365 West 15th St., New York City.
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A. S. ARNOLD, BOX 36, METUCHEN, N. J.
 Journal of Manchester Egyptian & Or. Soc. 1915-1916.

Univ. Liverpool Annals of Archaeology. Vol. IX, 1, 2, 1922.

Newberry. Scarabs.
 Books on Ancient Egypt, Hieroglyphs, Arts, etc.

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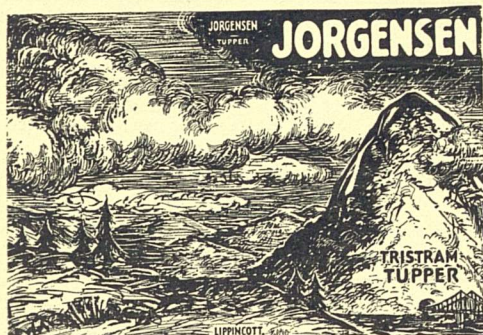


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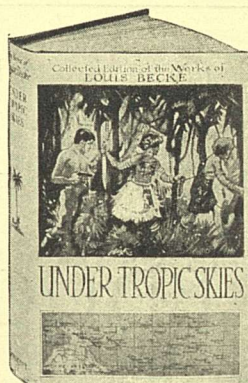
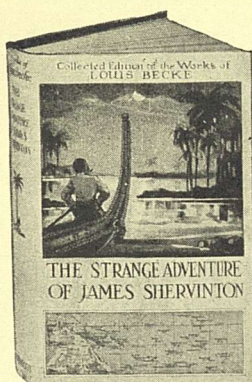
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